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ABSTRACT OF THE DISCLOSURE

A method for creating a dynamic offering for perishable goods and services in an electronic trading system. A producer enters details about units of inventory. A purchaser enters details of purchaser profile and search criteria. The producer may analyze historical data concerning ways of offering to select a manner of offering and the producer sets the offering rules and activates and deactivates them. The offering is put into a core engine database. A dynamic offering for the perishable goods and services is made based on the intermediate offers contained in a core engine database and on the purchaser profile and search criteria, so that the dynamic offering is tailored to each purchaser and optimizes both the producer and purchaser situations. Also a system for creating the dynamic offering including elements performing the method is disclosed.